

Abstract

The Bachelor thesis *Sochi Winter Olympic Games as Russian political PR* deals with the disuse of megaprojects, such as Olympic Games, for political goals. History of modern Olympic Games is filled with examples in which global sport megaprojects served to different and not pre-determined purposes. One of these examples are Sochi Winter Olympic Games that were held in 2014. The thesis aims to study the discourse by which Russia wanted to "rebrand" itself. The thesis is based on *Soft Power* concept defined by american political scientist Joseph Nye and it tries to apply concrete situations in which the disuse for political goals is seenable. To this purpose, it analyses all periods - from candidature, through set up of the Games to final realization of the Games. It examines particular factors of *Soft Power* concept in details. The thesis is a case study using the analytical approach and is divided in two parts - theoretical and practical one. Theoretical part keens on definition of Soft Power concept and its application to Sochi Winter Olympic Games and Kremlin's Policy. It's practical part is based on un-standardised interviews held with members of olympic teams. These interviews should refer to a specific trend.